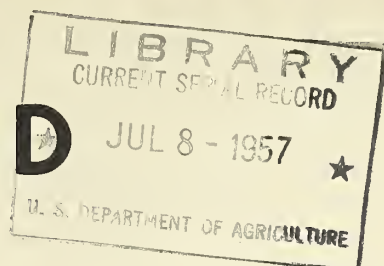


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Consumer Purchases of Selected FRUITS AND JUICES



in APRIL

1957



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ - 45

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Agriculture - Washington

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN APRIL 1957

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Household buying of frozen concentrated orange juice during April 1957 held at about the same level as April 1956, while purchases of all other frozen concentrated juices were down from a year earlier. The proportion of families buying frozen concentrated orange juice was reduced but those buying purchased a larger average quantity than in April 1956. Purchases of frozen concentrated lemonade and shelf-pack concentrate and canned single-strength orangeade were larger than a year earlier.

The volume of fresh citrus bought by householders during April 1957 was slightly smaller than in April a year earlier, primarily because of a 4 percent decline in orange purchases.

Householders during April 1957 bought slightly less canned single-strength orange juice and materially less grapefruit juice than in April 1956; nevertheless, total purchases of canned single-strength juices were about 7 percent greater than a year earlier. Increases were recorded for tomato juice and lemon juice.

Prices paid for frozen concentrated orange juice averaged slightly lower in April 1957 than a year earlier, but prices paid for other frozen concentrated juices were higher. Fresh citrus prices averaged slightly higher than in April 1956, ranging from 0.6 cent per dozen higher for oranges to about 1 cent per dozen higher for grapefruit. Prices paid for canned single-strength juices were generally lower than a year earlier despite fractionally higher prices paid for orange and prune juices and substantially higher prices for grapefruit juice.

Frozen Juices, Refrigerated Juices and Aides: Household consumers purchased about 4.9 million gallons of frozen concentrated orange juice in April 1957, slightly less than in the preceding month but practically the same volume as was purchased in April 1956. A slightly smaller proportion of families bought frozen concentrated orange juice in April 1957 but those buying purchased a larger average quantity than in April 1956. Householders paid an average of 15.9 cents for a 6-ounce can of frozen concentrated orange juice in March and April 1957. This was the lowest price since July 1955 (figure 4).

In addition to 4.9 million gallons of frozen concentrated orange juice, householders bought approximately 538,000 gallons of other frozen concentrated

juices, including 46,000 gallons of grapefruit juice during April 1957. In April 1956, they purchased 589,000 gallons of other frozen concentrated juices. Less than 1 percent of United States families bought frozen concentrated grapefruit juice in April 1957. Data are not available for a year earlier (table 1).

Consumers purchased about 1.9 million gallons of chilled orange juice during April 1957, a slightly larger volume than in the preceding month and a 62 percent larger volume than in October 1956 when reporting was first begun on this product. The average price paid--35.6 cents per quart--was almost unchanged from March 1957 (table 1).

In April 1957, household consumers purchased 34 percent more frozen concentrated lemonade than in April 1956 (figure 5). The increase was due to a larger average monthly purchase per buying family; there was no change in the proportion of families buying. The average price paid per 6-ounce can was about 2 cents lower than in the corresponding period a year earlier (table 1).

Consumers purchased 124,000 gallons of shelf-pack orangeade in April 1957, an increase of nearly 10 percent from April 1956. The increase reflected a larger average monthly purchase per buying family, as the proportion of families buying was slightly lower than in April 1956. The average price paid--17.1 cents per 6-ounce can--was up 0.5 cent from April 1956 and was the highest price reported in April since reporting began on this product in April 1953.

About 465,000 cases (equivalent No. 2 cans) of canned single-strength orangeade were purchased by consumers in April 1957--a slightly larger volume than in both the preceding month and the corresponding month a year earlier (figure 5). The proportion of families buying the product was slightly smaller than in April 1956, but the average quantity purchased per buying family was 13 percent greater. The average price paid per 46-ounce can was 0.4 cent lower than in April 1956 (table 1).

Frozen concentrated orangeade, shelf-pack lemonade, and frozen single-strength lemon juice were bought by less than 1 percent of the Nation's families in April 1957.

Canned Juices and Fruit: Consumers purchased 949,000 cases (equivalent No. 2 cans) of canned single-strength orange juice in April 1957. This was a smaller volume than in both the preceding month and the same month a year earlier (figure 6). The decrease in total purchases from a year earlier was due to a drop in the average quantity purchased per buying family, as the proportion of families buying increased fractionally. Householders paid 0.4 cent more per 46-ounce can than in April 1956 but 0.5 cent less than in the preceding month (table 2).

Purchases of single-strength grapefruit juice in April 1957, while up about 23 percent from March 1957, were down 20 percent from April 1956. The

drop in purchases compared with a year earlier reflected a decrease in both the proportion of families buying and in the average quantity bought per buying family. Prices paid were down slightly from the preceding month, but were 3 cents higher per 46-ounce can than in April a year earlier. This was the highest price paid for grapefruit juice in this month since 1951.

Consumers purchased approximately 48,000 cases (equivalent No. 2 cans) of single-strength lemon juice in April 1957, about 9 percent more than in April 1956. The increase reflected larger average purchases per buying family as the proportion of families buying was only fractionally higher. Householders paid about 2 cents less per 5½-ounce can of lemon juice than in April a year earlier (table 2).

Householders' purchases of prune juice during April 1957 were slightly below the record volume reported in March 1957 but practically unchanged from the volume purchased in April a year earlier. The effect on total purchases of an increase in the average quantity purchased per buying family was more than offset by a decrease in the proportion of families buying. Prices paid for prune juice were up slightly from April 1956.

Consumers purchased less tomato juice in April 1957 than in the preceding month but 30 percent more than in the corresponding month a year earlier. The increase compared with the year earlier was due to a substantial increase in both the proportion of families buying and in the average quantity purchased per buying family. Prices paid for tomato juice were down about 2 cents per 46-ounce can from April 1956 (table 2).

Consumer purchases of canned single-strength orange, grapefruit, lemon, prune, and tomato juices equaled about 4.7 million cases (equivalent No. 2 cans) or 60 percent of the 7.9 million cases of single-strength juices purchased by households in April 1957. These juices represented about the same proportion of total single-strength juice purchases as in April 1956 (table 2).

Consumers purchased approximately 238,000 cases (equivalent No. 2's, 480 ounces per case) of canned grapefruit sections in April 1957, down about 5 percent from the preceding month and down 38 percent from October 1956 when data for this product were first obtained. The decrease in volume of purchases from the preceding month was due to a drop in the average quantity purchased by those buying; the proportion of families buying increased slightly (table 2).

Fresh Fruit: Householders bought about 2.9 million boxes of fresh oranges in April 1957, a slightly larger volume than in the preceding month but about 4 percent smaller than in April 1956 (figure 7). The decrease in volume of purchases from a year earlier reflected primarily a 12 percent drop in purchases of California-Arizona oranges. Purchases of Florida oranges were down slightly but purchases of oranges unidentified as to origin and oranges from other producing areas were up 17 percent from April 1956. Householders paid about 4 cents more per dozen for California-Arizona oranges

than in April 1956 but about 1 cent less per dozen for Florida oranges. Prices paid for all oranges averaged 0.6 cent higher per dozen than during April 1956 (table 3).

Householders purchased approximately 2.1 million boxes of fresh grapefruit in April 1957, a slightly smaller volume than in April 1956. This drop in volume was primarily associated with a decrease in proportion of families buying, as the average quantity purchased per buying family was down only fractionally. Prices paid for grapefruit in April 1957 were up about 1 cent per dozen from April 1956, and about 4 cents from the preceding month.

Purchases of California-Arizona fresh grapefruit, although constituting only about 11 percent of total grapefruit purchases, were up about 17 percent from April 1956. Purchases of Florida and unidentified grapefruit constituted about 79 percent of total purchases in April 1957 and were moderately lower than in April 1956 (table 3).

Householders' purchases of fresh lemons in April 1957 were up 19 percent from the preceding month, but down slightly from April 1956 (figure 7). The increase in purchases over the previous month reflects the seasonal trend for this product. The lower volume of purchases from a year earlier was due to a drop in the proportion of families buying; there was no change in the average quantity bought. Prices paid were fractionally higher than in April 1956 (table 3).

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, April 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1957	1956	1957	1956	Purchases		Quantity per purchase			1957	1956
					1957	1956	1957	1956			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange.....	28.0	29.4	4,959	4,970	2.2	2.2	20.5	20.0	6	15.9	16.4
Grapefruit.....	1/3	2/3	1/492	2/589	1/3	2/3	1/12.9	2/13.7	6	1/18.4	2/15.5
Other concentrates.....	3/	3/	492	589	3/	3/	12.9	13.7	6	18.4	15.5
Total.....	29.9	31.4	5,497	5,559	2.4	2.5	19.4	18.9			
Refrigerated juice											
Chilled orange juice.....	3.6	2/	1,858	2/	3.3	2/	39.6	2/	4/	35.6	2/
Concentrated ades											
Frozen											
Lemonade.....	3.5	3.5	366	273	1.5	1.3	18.7	15.3	6	12.4	14.2
Shelf-pack											
Orangeade.....	1.1	1.2	124	113	1.7	1.7	17.3	14.1	6	17.1	16.6
Single-strength ade											
Canned orangeade.....	3.4	3.7	465	446	1.7	1.6	72.4	68.0	46	27.2	27.6

1/ Too few purchases reported for analysis.
2/ Data not obtained for this period.
3/ Information not available.
4/ Per equivalent quart.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, April 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1957	1956	1957	1956	Purchases		Quantity per purchase			1957	1956
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	5.0	2/	238	2/	1.4	2/	34.0	2/	3/ 16	18.6	2/
Canned juices											
Orange.....	9.2	9.1	949	960	1.7	1.7	52.9	53.9	46	33.9	33.5
Grapefruit.....	8.3	10.5	978	1,223	1.6	1.6	64.6	65.4	46	27.8	24.5
Lemon.....	2.3	2.2	48	44	1.2	1.3	15.1	13.1	5½	10.9	12.9
Prune.....	8.0	8.6	699	700	1.9	1.8	39.5	39.1	32	32.7	32.3
Tomato.....	18.9	16.7	1,993	1,529	1.6	1.6	58.2	52.0	46	26.6	28.6
Total 4/.....	48.2	48.5	7,868	7,369	2.7	2.7	52.5	50.1			

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Data not obtained for this period.

3/ Net weight 1 lb. (No. 303 can).

4/ Includes other canned single-strength juices.

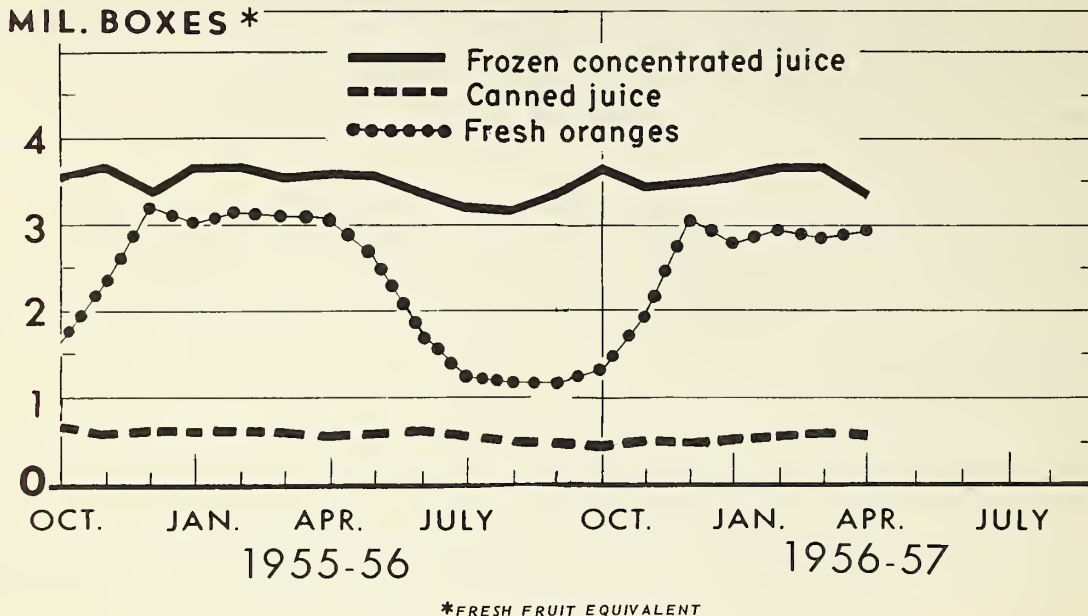
Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, April 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
	1957	1956	1957	1956	Purchases		Quantity per purchase		1957	1956
					1957	1956	1957	1956		
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	23.6	25.5	1,291	1,458	1.9	1.9	11.0	11.5	53.9	50.3
Florida.....	16.1	16.6	1,165	1,186	2.0	2.0	14.5	13.5	38.7	39.7
Unidentified.....	9.1	9.0	404	383	1.4	1.4	12.0	11.3	43.7	44.4
Total 1/.....	42.8	43.6	2,938	3,055	2.2	2.2	12.3	12.1	46.4	45.8
Grapefruit										
California-Arizona.....	3.1	3.0	224	192	1.4	1.8	7.1	5.7	65.9	72.7
Florida.....	17.6	19.4	1,246	1,371	2.0	2.0	5.3	5.3	89.1	84.0
Unidentified.....	8.8	10.0	435	501	1.5	1.4	4.9	5.3	84.8	79.7
Total 1/.....	28.4	29.7	2,131	2,165	2.0	2.1	5.6	5.4	82.2	81.1
Lemons.....	19.5	20.4	285	288	1.5	1.6	6.8	6.4	43.2	42.5
Tangerines.....	2/	1.5	2/	58	2/	1.6	2/	9.6	2/	38.0

1/ Includes small purchases of Texas fruit.

2/ Too few purchases reported for analysis.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

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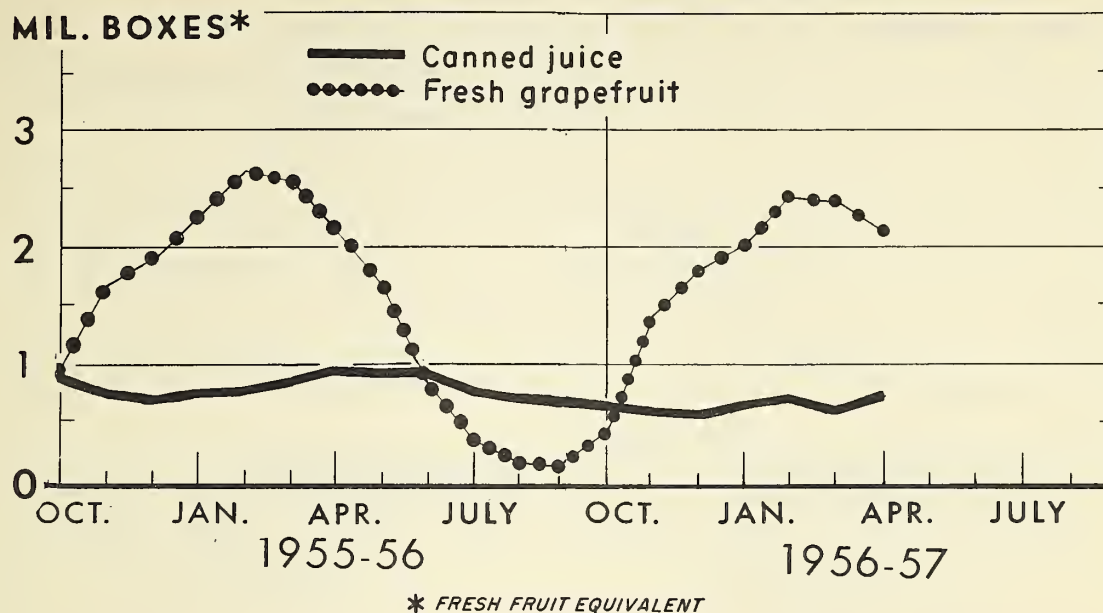
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1956-57 boxes	1955-56 boxes	1956-57 boxes	1955-56 boxes	1956-57 boxes	1955-56 boxes	1956-57 boxes	1955-56 boxes
October.....	1,301	1,643	3,620	3,597	459	688	5,380	5,928
November.....	1,961	2,350	3,440	3,621	494	594	5,895	6,565
December.....	3,045	3,270	3,496	3,395	480	647	7,021	7,312
October-December 1/.....	7,068	8,020	11,350	11,471	1,558	2,088	19,986	21,579
January.....	2,772	3,008	3,531	3,671	516	648	6,819	7,327
February.....	2,944	3,142	3,689	3,649	566	645	7,199	7,436
March.....	2,870	3,126	3,664	3,569	588	612	7,122	7,307
October-March 1/.....	16,405	18,166	23,157	23,406	3,353	4,155	42,915	45,727
April.....	2,938	3,055	3,372	3,603	571	578	6,881	7,236
May.....		2,617		3,565		602		6,784
June.....		1,726		3,390		610		5,726
October-June 1/.....		26,041		34,916		6,078		67,035
July.....		1,268		3,201		534		5,003
August.....		1,160		3,147		484		4,791
September.....		1,129		3,310		499		4,938
Season 1/.....		29,875		45,455		7,480		82,810

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

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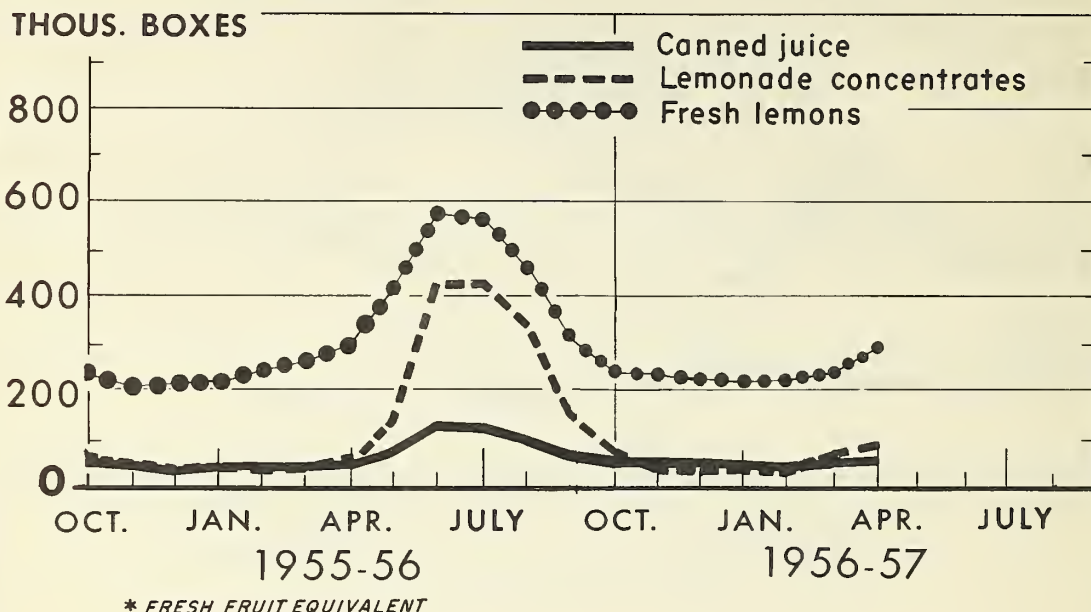
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,369
December.....	1,839	1,932	502	732	2,431	2,664
October-December 1/.....	4,076	5,165	2,663	2,407	6,739	7,572
January.....	2,020	2,246	673	754	2,693	3,000
February.....	2,407	2,672	716	788	3,123	3,460
March.....	2,389	2,543	608	857	2,997	3,400
October-March 1/.....	11,492	13,370	4,839	5,006	16,331	18,376
April.....	2,131	2,165	735	940	2,866	3,105
May.....		1,668		926		2,594
June.....		860		940		1,800
October-June 1/.....		18,411		8,029		26,440
July.....		353		768		1,121
August.....		184		705		889
September.....		161		679		840
Season 1/.....		19,142		10,349		29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3778-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	232	207	44	35	31	37	32	39	308	281
December.....	223	216	50	36	35	31	35	34	309	286
October-December 3/.....	774	713	162	129	151	125	154	133	1,090	975
January.....	217	218	49	37	37	32	38	37	304	292
February.....	220	242	42	42	34	34	35	36	297	320
March.....	239	261	50	42	59	37	61	40	350	343
October-March 3/.....	1,508	1,492	315	262	291	236	298	255	2,121	2,009
April.....	285	288	51	46	77	58	80	59	416	393
May.....		416		71		135		138		625
June.....		573		124		410		425		1,122
October-June 3/.....		2,876		528		894		937		4,341
July.....		563		117		415		426		1,106
August.....		457		96		341		351		904
September.....		309		65		137		141		515
Season 3/.....		4,303		815		1,870		1,940		7,058

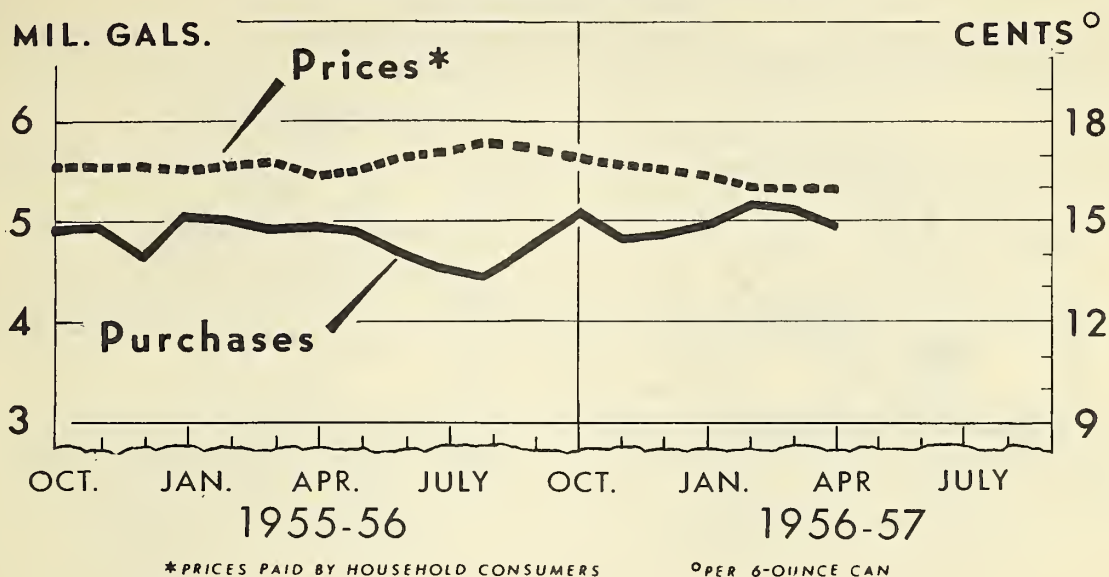
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

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Figure 4

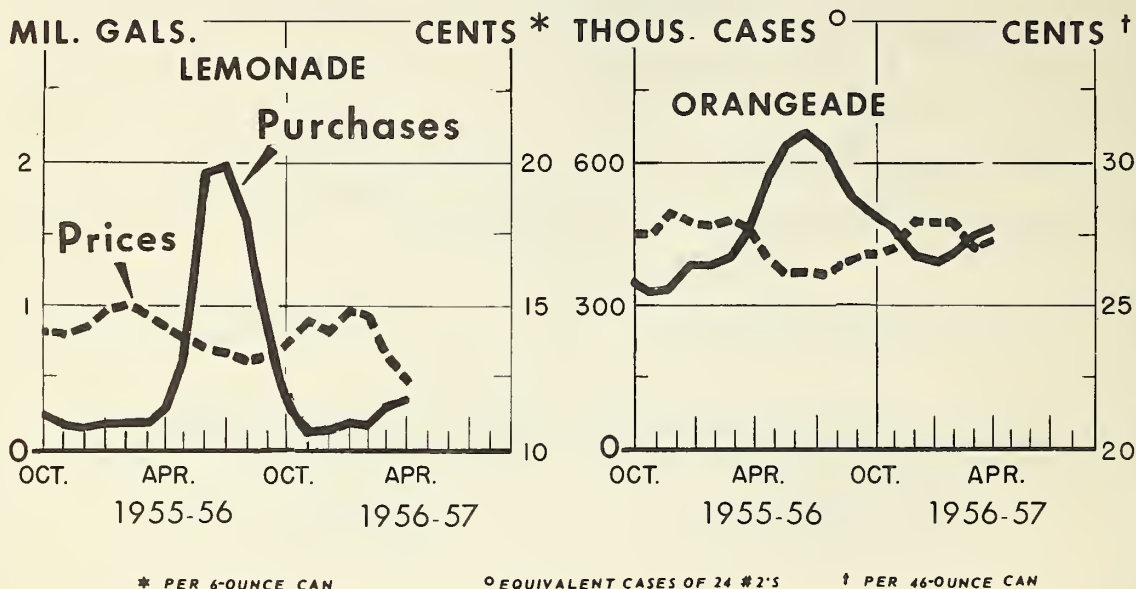
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57 1,000 gallons	1955-56 1,000 gallons	1956-57 Cents	1955-56 Cents
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....	4,896	4,683	16.6	16.7
October-December 1/.....	15,911	15,822		
January.....	4,945	5,043	16.3	16.6
February.....	5,166	5,012	16.0	16.7
March.....	5,132	4,903	15.9	16.8
October-March 1/.....	32,433	32,216		
April.....	4,959	4,970	15.9	16.4
May.....		4,917		16.5
June.....		4,676		16.8
October-June 1/.....		48,092		
July.....		4,515		17.0
August.....		4,439		17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3780-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

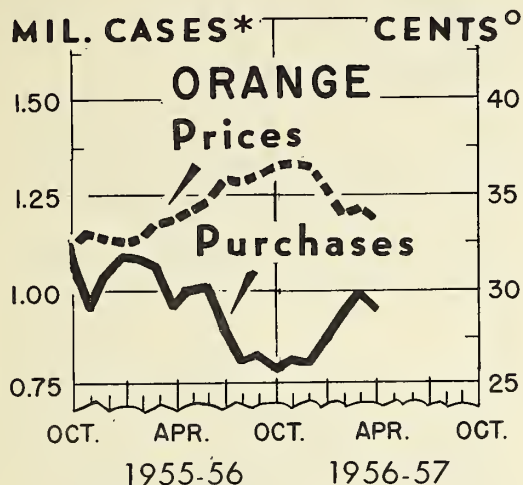
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	174	14.3	14.0	466	326	27.2	27.3
December.....	166	147	14.1	14.3	401	330	28.0	28.2
October-December 2/.....	718	593			1,428	1,071		
January.....	176	153	14.9	14.8	393	379	27.9	27.9
February.....	161	163	14.4	14.8	409	379	27.9	27.6
March.....	280	177	13.4	14.7	450	393	27.0	28.0
October-March 2/.....	1,382	1,121			2,781	2,348		
April.....	366	273	12.4	14.2	465	446	27.2	27.6
May.....		640		13.8		563		26.7
June.....		1,942		13.6		634		26.2
October-June 2/.....		4,239				4,106		
July.....		1,966		13.3		660		26.2
August.....		1,614		13.1		627		26.1
September.....		648		13.3		522		26.6
Season 2/.....		8,866				6,087		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

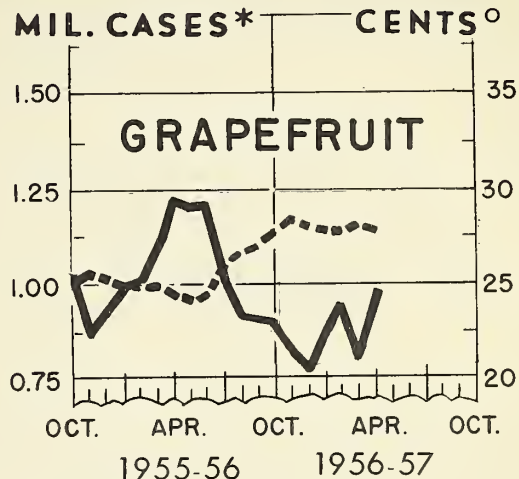
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....	810	1,038	36.4	32.8	776	930	28.1	25.2
October-December 2/.....	2,631	3,351			2,663	3,059		
January.....	871	1,081	35.0	32.7	882	981	27.9	24.9
February.....	956	1,077	34.0	33.1	939	1,025	27.9	24.8
March.....	993	1,021	34.4	33.5	797	1,114	28.1	24.8
October-March 2/.....	5,663	6,801			5,515	6,439		
April.....	949	960	33.9	33.5	978	1,223	27.8	24.5
May.....		1,000	34.2	34.2		1,204		24.4
June.....		1,013	34.5	34.5		1,221		24.6
October-June 2/.....		9,996				10,370		
July.....		898		35.7		1,007		26.0
August.....		814		35.6		924		26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

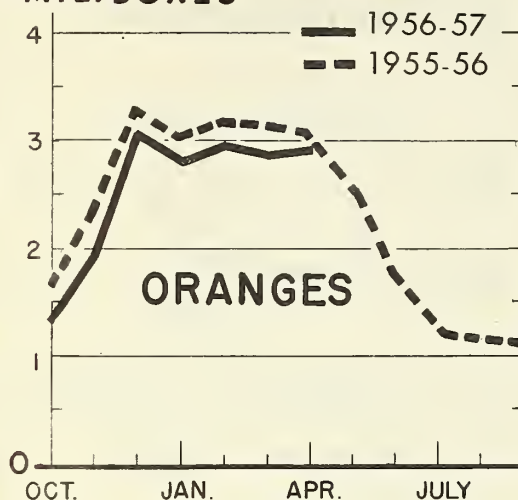
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

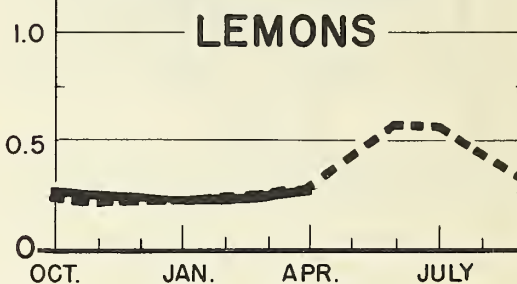
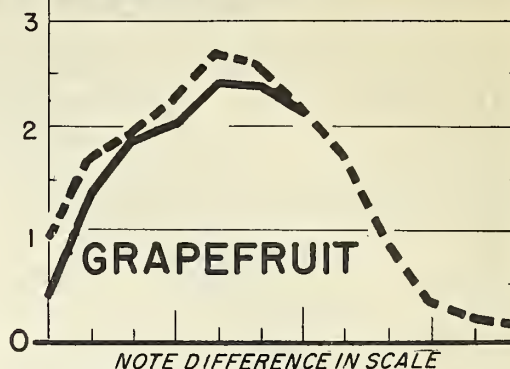
FRESH CITRUS FRUIT

Consumer Purchases

MIL. BOXES



MIL. BOXES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3782-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹	1956-57 ¹	1955-56 ¹
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....	3,045	3,270	39.8	39.4	1,839	1,932	82.6	77.8	223	216	47.4	46.8
October-December 1/.....	7,068	8,020			4,076	5,165			774	713		
January.....	2,772	3,008	41.8	41.4	2,020	2,246	80.3	77.9	217	218	50.1	48.1
February.....	2,944	3,142	42.4	43.7	2,407	2,672	76.1	73.4	220	242	49.1	46.3
March.....	2,870	3,126	44.8	44.9	2,389	2,543	78.7	76.0	239	261	46.2	44.6
October-March 1/.....	16,405	18,166			11,492	13,370			1,508	1,492		
April.....	2,938	3,055	46.4	45.8	2,131	2,165	82.2	81.1	285	288	43.2	42.5
May.....		2,617		51.5		1,668		91.3		416		40.2
June.....		1,726		53.0		860		100.5		573		44.0
October-June 1/.....		26,041				18,411				2,876		
July.....		1,268		45.8		353		105.6		563		44.6
August.....		1,160		43.0		184		108.8		457		43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

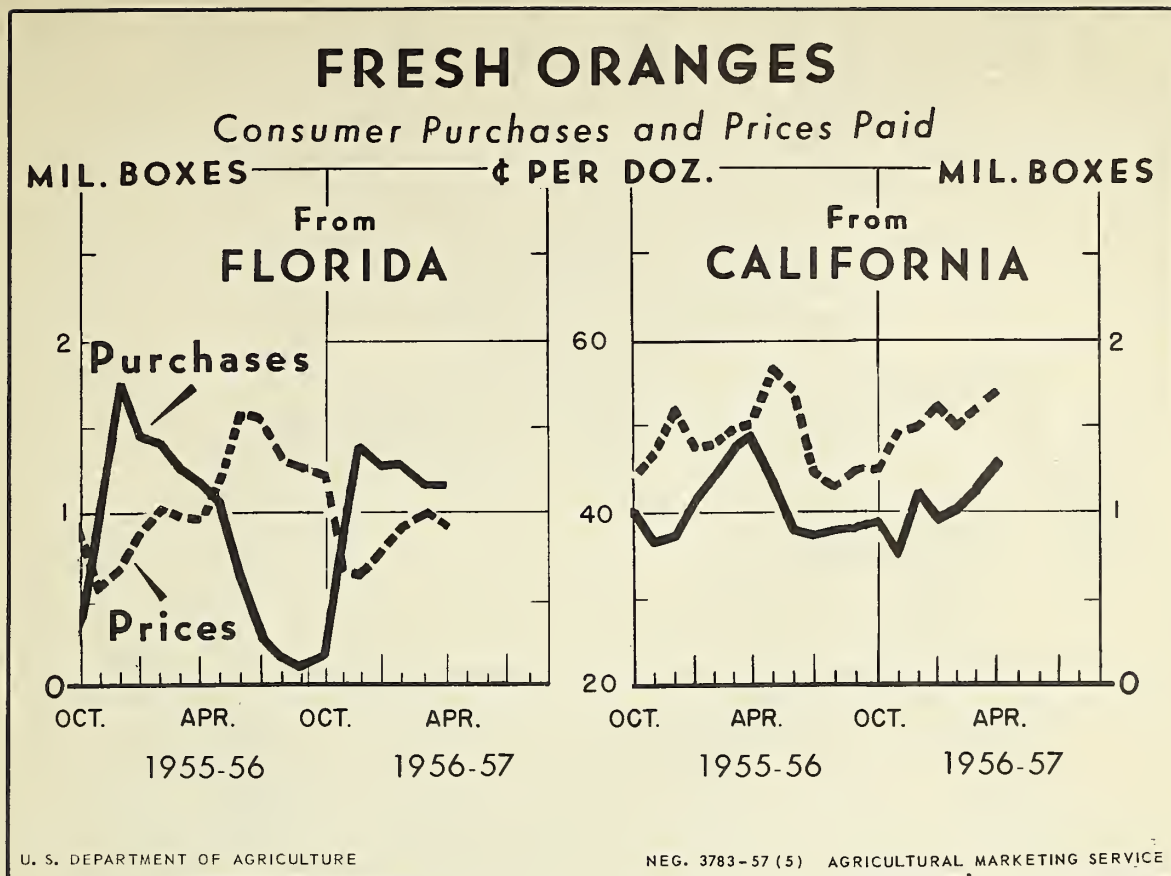


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....	1,368	1,765	32.8	33.8	1,098	871	49.8	52.2
October-December 1/.....	2,750	3,618			3,024	2,953		
January.....	1,269	1,427	35.8	37.5	978	1,063	52.4	47.4
February.....	1,294	1,399	38.2	40.2	1,024	1,191	50.6	48.0
March.....	1,168	1,261	39.8	39.6	1,126	1,384	52.0	49.8
October-March 1/.....	6,769	8,070			6,455	6,944		
April.....	1,165	1,186	38.7	39.7	1,291	1,458	53.9	50.3
May.....		1,065		44.5		1,190		56.9
June.....		596		51.5		892		54.1
October-June 1/.....		11,137				10,679		
July.....		248		50.8		859		44.8
August.....		144		46.8		870		42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

U. S. DEPARTMENT OF AGRICULTURE
Washington 25, D. C.

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